



The primary objective of the competition is to promote Fairtrade coffee, both in Guatemala and internationally. By incentivizing the potential of opening new markets, it's possible to provide added value to the product, and favor income distribution through the production and sales of high quality, sustainably-produced coffees.

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This event managed to unite 10 Fairtrade producer organizations from various regions across Guatemala, presenting a total of 19 samples representative of specialty lots. For the 2021 edition, two categories were defined:

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- a) Micro lots with a minimal score of 86 points (SCA)
- b) Full container with a minimal score of 84 points (SCA)

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#### Micro lot Winners

RANKING	SPO	Variety	Organic	Process	SCA SCORE	BAGS 69 KILOS
1	ACODIHUE	Borbón y Pache	Yes	Lavado	<u>88.92</u>	25
2	NAHUALA	Borbón y Catuai	Yes	Lavado	<u>88.29</u>	30
3	ACODIHUE	Borbón y Pache	Yes	Lavado	<u>86.54</u>	25
4	FECCEG	Caturra y Catuai	Yes	Lavado	<u>86.50</u>	10
5	MANOS CAMPESINAS	Múltiple	Yes	Lavado	<u>86.42</u>	11

Tabela formatada

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#### Full container Winner

RANKING	SPO	Variety	Organic	Process	SCA SCORE	BAGS 69 KILOS
16	MAYA IXIL	Multiple	Yes	Lavado	<u>86,25</u>	275

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The coffees will be available for a total of 45 days, following the announcement of the winning lots. Negotiations should take place directly between producer organizations and interested buyers.

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The samples will be available as of March 15, 2021, and can be requested up until March 27<sup>th</sup>. Following this, all coffee samples will be sent via postal mail. For more information, or to receive samples, please contact your National Fairtrade Organization (NFO) or send an email to the Commercial Manager at CLAC, Joao Mattos: [joao.mattos@clac-comerciojusto.org](mailto:joao.mattos@clac-comerciojusto.org).

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Information packets will be shared with all samples, including information about the cooperatives, their histories and commercial contact (s).

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Testimonies



“We are very thankful and happy to have won second place in the *Taza Dorada*. As producers, it motivates us a lot; the producers gave their all... you could see the strength and effort, and that’s why we’re motivated to keep doing our best. And finally, we hope God will help maintain the quality of our harvest.” –Manuela Leticia Choc, coffee producer, NAHUALA R.L.



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“A big thanks to the National Fair Trade Platform in Guatemala, CLAC and Fairtrade, for this activity to select the best Fairtrade certified coffees in the country. As part of ACODIHUE, on behalf of producers, we are all very happy to have won first and third place in this competition. A big congrats to the small-scale producers from ACODIHUE, that with great strength worked to producer their coffees. We will continue to support them so that year after year we make it to the first rankings.” –Felix Camposeco, Manager of ACODIHUE

The Golden Cup is a coffee quality competition for Fairtrade certified cooperatives. In 2021, competitions will take place in Guatemala, Nicaragua, Costa Rica, Honduras, El Salvador, Mexico, Colombia, Peru, Brazil, Ethiopia, Kenya, Tanzania and Rwanda.



**MESOAMERICA GOLDEN CUP SCHEDULE 2021**  
Best coffee FAIRTRADE harvest 2020/21

Country	Date	edition	place
Guatemala	March 9th and 10th	4th	Headquarter main office FECCEG, Quetzaltenango.
Nicaragua	April 7th, 8th and 9th	5th	Escuela Nacional del Café, Ocotal
Costa Rica	April 7th, 8th and 9th	6th	Headquarter main office COOPEVICTORIA
El Salvador	May 05th	4th	Coffee mill IACOPACACHI, Chalchuapa, Santa Ana
México	May 17th and 20th	2nd	San Cristóbal de las Casas
Honduras	May 15th	1st	Headquarter main office CAFICO, Corquin, Copan





### AFRICA GOLDEN CUP TENTATIVE SCHEDULE 2021

Country	# rounds	Round 1 date	Semi-final date	Final date
Ethiopia	3	19-Apr-21	20-Apr-21	21-Apr-21
Kenya	3	3-May-21	4-May-21	5-May-21
Uganda	3	19-May-21	20-May-21	21-May-21
Tanzania	3	9-Jun-21	10-Jun-21	11-Jun-21
Rwanda	3	20-Sep-21	21-Sep-21	22-Sep-21



#### About CLAC

The Latin American and Caribbean Network of Fair Trade Small Producer & Workers (CLAC), is one of three producer networks that is co-owner of the Fairtrade International system. CLAC is the network that represents all Fairtrade certified organizations in Latin America and the Caribbean, as well as other fair trade organizations. The mission of CLAC is to represent and promote the interests, empowerment and development of its members and its communities.

Fairtrade International is a non-profit, multi-stakeholder association of 22 member organizations – three producer networks and 19 national Fairtrade organizations. Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future. As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments and connects farmers and workers with the people who buy their products. Fairtrade is a movement that seeks commercial relationships based on dialogue, transparency and respect.

Fairtrade's mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and to empower small-scale producers..

. In Guatemala, there are 19 certified coffee cooperatives, of 31 total Fairtrade cooperatives in country; representing 24,000 small-scale producers and workers.

#### About the GCCJ

The National Fair Trade Platform of Guatemala represents Fairtrade certified producer organizations in Guatemala. They offer services to support and strengthen small-scale





producers and workers throughout the country, in addition to promoting the principles and values of Fairtrade.

**About Alliances for Action / ITC**

The International Trade Centre's (ITC) is a joint agency of the World Trade Organization and the United Nations. Its mandate combines a focus on expanding trade opportunities with the aim of fostering sustainable development.

The International Trade Centre's (ITC) Alliances for Action (A4A) is an initiative that promotes inclusive and sustainable agricultural value chains through a model that works holistically across targeted agricultural value chains to increase producer resilience to shocks (environmental, economic, social). ITC A4A works with farmers, MSMEs and cooperative enterprises to capture market opportunities through the strategic positioning of diverse agricultural products from the ACP region in the responsible production and consumption market segment.



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